



CONSERVATION THROUGH POVERTY ALLEVIATION, INTERNATIONAL
ANNUAL REPORT 2017



In memory: We regret to announce that Walter Simons, a member of the CPALI board of directors since its inception, has died. Walter died peacefully in his home in the Berkshires on February 16th, surrounded by his family. Born in Yonkers, New York, he was a 1952 graduate of Dartmouth College and received his Masters degree from New York University. Walter's international career began in Indonesia, as the director of communications for Standard Oil. He went on to work as the Deputy Executive Secretary for ICP, a division of the Food and Agriculture Organization of the United Nations based in Rome, Italy. Upon returning to the United States, Walter founded the Industry Council for Development, an NGO dedicated to agricultural development in third world countries. An accomplished artist, Walter had studios in Italy and the Berkshires. He was a long-time member of the Art Students League of New York City. He is survived by his daughters, Alexandra Houston, Hilary Simons, their spouses and his six grandchildren. Walter shared his passion for other cultures with his wife, children, and grandchildren. He will be remembered as a person of intellectual curiosity with a commitment to sustainable use of natural resources to empower global communities. Walter's gentle and generous spirit improved the world, enriched his relationships, and informed his art. We miss him greatly.

Front page illustration: Upper left, Makira sun and moons; upper right, loom weaving by Katie; middle right, Mamy and Lalaina at NY Now; middle left, Textiles under scrutiny at Urban Zenn (Donna Karan); lower left, insects for food team; lower right, Mamaline sewing silk textile.

CPALI MISSION

Conservation through Poverty Alleviation, International (www.CPALI.org) is an international, non-profit organization that identifies, develops and implements new means of income generation for impoverished farmers living in areas of high biodiversity and conservation value. We were founded in 2002, incorporated in Massachusetts in 2003, and approved as a provisional 501(c)(3) by the US Internal Revenue Service in 2004. CPALI achieved permanent 501(c)(3) status in 2007.

CPALI is dedicated to a community-centered approach to conservation. Our mission is to help impoverished communities farm and transform endemic resources to create sustainable enterprises that benefit farm families and protect endangered ecosystems.

The CPALI vision is to build and test the effectiveness of an innovative, environment-conserving enterprise. We have divided our efforts into four areas:

- Piloting a silk gardening and textile production enterprise in northeastern Madagascar
- International marketing of the wild-silk products from Madagascar
- Building recognition that endemic resource farming can be a successful conservation strategy
- Building SEPALI Madagascar to be a self-supporting conservation enterprise

Resources and Products: The CPALI method begins with identifying native species of plants and animals near the borders of protected areas that can be farmed and developed for commercial products. CPALI's first product was silk cocoons produced by the native silk moth, *Antherina suraka*. Since that time we added *Ceranchia apollina* and a number of other species.

In 2017 we extended our product base to include *Bombyx mori* as well as two additional native species of silkworms as well as raffia and raffia textiles. Raffia is a product of the Raffia palm of which there are about 20 species in Madagascar. We are currently germinating raffia seeds to plant a raffia nursery.

Human Organizations and Incentive Structure: In Maroantsetra, we helped establish an independent local NGO, "Sehatry ny Mpamokatra Landy Ifotony" (Association of Wild Silk Producers of Madagascar), or SEPALIM, which manages training, raw materials growth and distribution, textile production, cocoon purchases and develops additional income opportunities. In 2015 SEPALI Madagascar established a product workshop that now employs approximately 11 artisans.

LETTER FROM THE PRESIDENT

Dear Friends and Colleagues,

In 2017 the CPALI program focused on continuing with product development and market training. As a result we made several changes both in the silk producing species we are working with as well as the products.

In March, we took a brief hiatus from silk production to throw ourselves into the relief effort following cyclone Enawo, the most devastating cyclone to hit Madagascar in 13 years. Together with our donors, we supported immediate water and sanitation needs in our region, addressed food security challenges and rebuilt bridges and infrastructure. SEPALI purchased and shipped 8 mattress to a community hospital.

Despite the difficulties the hurricane wrought, the SEPALI team seems to have rebounded. Mamy Ratsimbazafy and Lalaina Raharindimby traveled to New York to participate in the NY Now training program as planned. The training program focused on product development and marketing. In addition, seasoned buyers in artisan industries critiqued our products. Lalaina told me she finally understands the program's potential and she and Mamy are greatly energized!

Changes in silk program: We suspended the original (*Antherina suraka*) moth-breeding program because the farmers were unable to spend sufficient time in the field during the caterpillar growing season. We discovered that many farmers' fields are distant from their homes and needed to walk 1-2 hours there and back so tending the caterpillars was not feasible. Therefore, while we will still purchase *A. suraka* cocoons from farmers who can produce them, we are working to adopt four new species of caterpillars (and sources of cocoons) that are much better adapted to famers' lifestyles and do not require active tending. Two species are found in the Maroantsetra/Makira area and two species are found near the capital, Antananarivo (Tana). We will be trying to farm those silkworms in the future, but with a slightly different model.

Bombyx mori initiative: Thanks to Mamy's efforts, we now have a Tana team whose members are organizing *Bombyx mori* farmers. *Bombyx*, domesticated silkworms, were introduced into Madagascar in the 1880's and have been integrated into the culture. We will not be training farmers to farm them, but instead, purchase cocoons and pupae from farmers who have lost their market. We hope to corral this "waste" and incorporate it into our product line.

Addition of raffia weaving: To address the seasonality of the cocoon harvest, the team is working to introduce a new program of raffia production and weaving to shore up our textile offerings in the months that cocoons are not available. In addition to bolstering our product line, we hope that we will be able to revitalize raffia farming and weaving, a fading art in Maroantsetra. In the mean time we are developing products by purchasing woven raffia from another village outside of the capital. To build the program in Maroantsetra the team started a raffia seedling nursery and is teaching farmers who currently own raffia trees how to harvest the palm leaves sustainably that SEPALI can purchase.

In addition, Mamy and Kerry O'Neill wrote a grant proposal that was funded by the US Ambassador's fund to purchase supplies to build a large standing loom for raffia weaving. Docey Lewis, our designer and product consultant, taught the team how to build a loom out of bamboo and recycled plastic water bottles. The team copied it using longer lasting materials. We hope to build several more and send them to the villages where the farmers live. Docey will continue to develop the artisans weaving skills using both Egyptian card weaving techniques as well as the looms.

Insects for food initiative: The people of Madagascar are malnourished and bush meat hunting is a widespread threat to Madagascar's wildlife, terrestrial and marine. *Gryllus nr madagascariensis* is a widespread species of cricket in Madagascar. Brian Fisher (IPSIO) and Darren Goldin (Entomo Farms) are teaching us and others how to raise crickets in Madagascar commercially. Our plan is to produce cricket protein powder to add to snack foods and nutritional additives. Cricket powder is a valuable additive to current disaster relief foods because it contains essential nutrients and vitamins not currently included in the mix.

While we will not start trying to raise crickets in Maroantsetra, Mamy and one of our farmers will continue to experiment raising native insect species. Fenezara Justin is in charge of the project and has been gathering seeds and planting the host plant for the insect. The insect, a fulgorid or leaf-hopper, was eaten in the past and we hope to rejuvenate interest in the coming year.

Marketing initiatives: We are happy to report that our total sales for 2017 were **\$28,953** exceeding last year's sales of about \$20,000. While these returns do not support marketing, travel and product development, we feel confident that through increased training and marketing we will be able to attain our goal of \$45000/year. Our marketing strategy in 2018 will focus on selling wholesale materials such as silk textiles, papers and raffia. The strategy streamlines our production process and makes it easier for Mamy and Lalaina to train artisans in Madagascar, increase production volumes and develop and maintain market connections with companies. We do not have the capacity to produce finished products in Madagascar (with the exception of placemats and table runners) but we can sell materials to producers outside of Madagascar to transform into their own products. We also have the capacity to make works of art raffia and silk art pieces.

In the coming year we will also begin marketing efforts in France. Mamy and Lalaina are more comfortable marketing in a French speaking country. In short, the changes that we are making will give the SEPALI team more direct management of the project, make it easier for them to be successful, and help us to develop a sustainable long-term business.

Conservation and Education: The CPALI/SEPALI Madagascar program is focused on farming locally available plants and animals, helping school children find new ways to appreciate their environment and identifying markets in which to sell products produced in the SEPALI workshop. Our conservation activities exclude monitoring the Makira Protected Area, engaging

in conducting species counts, purchasing new land to extend reserve boundaries. That work is conducted by the Wildlife Conservation Society. While we support those activities, CPAL's efforts focus on finding ways to support the people living in the area so that they do not need to harvest reserve resources. To date we monitor our impact based on the number of trees planted, the earnings of farmers and artisans and the sustained buyers and products we market.

CPALI TIMELINE

2003	<p>Cay's first visit to Madagascar</p> <p>Initial meeting with potential stakeholders and partners in Madagascar</p> <p>CPALI established as 501(c)3</p>
2004	<p>Field surveys at Ranomafana National Park</p> <p>Rainforest silk cooperative established</p> <p>CPALI board writes strategic plan</p>
2006	<p>Field surveys in Makira/Masoala</p> <p>CPALI House established in Maroantsetra</p>
2007	<p>Experimental work at CPALI House; Mamy Ratsimbazafy, SEPALIM's current director, identifies <i>A. suraka</i> host tree</p> <p>Field trials continue</p> <p>Permanent field team organized</p> <p>Demonstration sites established in Maroantsetra</p> <p>Three initial target species identified</p>
2008	<p>Second demonstration site and nursery is organized at Manambia</p> <p>Mamy completes CPALI training manual</p> <p>CPALI competes at the World Bank Development Marketplace</p> <p>CPALI achieves permanent 501(c)3 status</p> <p>Farmer nursery established in Ambodivoagany</p>
2009	<p>3-year contracts with first farmers</p> <p>7 additional farmers join the project</p> <p>First farmer in Ambodivoagany completes transplant of 1,000 trees</p> <p>First crop of cocoons sold and exported to Thailand</p>
2010	<p>Sehatry ny Mpamokatra Landy Ifotony Madagascar (SEPALIM) is founded by Mamy Ratsimbazafy, (current SEPALIM Director) SEPALIM introduces silk program in 3 new communities: Marovovonana, Ambinentelo, Amblalmahago</p> <p>Provisional Patent filed for non-spun textile</p> <p>Non-spun textile juried and accepted into Material ConneXion's Worldwide libraries</p>
2011	<p>CPALI skirt appears in Tara St. James Collection, Fashion Week, NYC</p> <p>SEPALIM begins publishing monthly newsletters for farmers</p> <p>Tom Corcoran's CPALI film wins \$10,000 prize to support SEPALIM programs</p> <p>Peace Corps volunteer Kerry O'Neill joins SEPALIM in Madagascar</p> <p>Lalaina Raharindimby appointed to organize women's program</p> <p>45 farmers plant a minimum of 250 trees and are awarded SEPALM t-shirts</p> <p>10 breeders receive ponchos and rain-proof notebooks to keep records</p> <p>60 women participating in artisan groups are paid for making baskets and nets to support farmers</p> <p>Lead farmer and lead artisan programs established</p> <p>First farmer's picnic and awards ceremony</p>

	<p>4 farmers produce cocoons</p> <p>SEPALIM receives SEED Award (UNEP, UNDP, UNESCO)</p> <p>SEPALIM Equator Initiative Finalist</p>
2012	<p>SEPALIM purchases permanent demonstration site</p> <p>15 farmers produce cocoons</p> <p>Partnership with Stanford Design School; 4 students visit SEPALIM for 2 weeks and discuss new products and more efficient ways to make them</p> <p>Farmer communities extend to Mahalevona and other sites that border Masoala National Park</p> <p>First Global Giving project completed after reaching its \$50,000 target!</p> <p>SEPALIM bank accepts its first cocoon “deposits”</p> <p>William Barclay joins the CPALI board</p> <p>Cornell University partners with CPALI/SEPALIM to sample soil from farmer sites and initiate a long-term monitoring program</p>
2013	<p>28 farmers produce cocoons (to date)</p> <p>300 farmers join SEPALIM</p> <p>SEPALIM welcomes second Peace Corp volunteer, Donald Quinn-Jacobs</p> <p>CPALI expands its program mission to include the integrated production of natural resources for food and cash</p> <p>SEPALIM begins training and introduction of insects for protein</p> <p>SEPALIM initiates biological studies on <i>Ceranchia apollina</i>, a new species of silk-producing moth</p> <p>SEPALIM sells 25 m of non-spun textile to Habu Textile</p> <p>James Toupin joins CPALI</p> <p>CPALI self-imposes an audit by Tonneson and Company</p> <p>Kerry O’Neill joins CPALI as Assistant Director</p> <p>Heidi MacClean joins the CPALI board</p> <p>CPALI partners with dConstruct</p>
2014	<p>32 Farmers producing cocoons, plus 25 collecting cocoons</p> <p>CPALI product debut at DWELL Trade Show in Los Angeles</p> <p>dConstruct wins eco-choice award from New York Now for wild silk jewelry</p> <p>Architects for Humanity partner with CPALI and design a training center for the Maroantsetra demonstration site</p> <p>CPALI products are re-approved as Fair Trade by the Fair Trade Federation</p> <p>Repeat textile sales to Habu Textiles and dConstruct jewelry company</p> <p>CPALI introduces Insects for Food program to farmers</p> <p>Manoely Denis finds the previously rare <i>Ceranchia apollina</i> in abundance and organizes 3 communities to collect cocoons and raise pupae</p> <p>May Berenbaum, member of CPALI founders board, receives National Medal of Science from President Obama</p> <p>First farmers double their average annual household income</p>
2015	<p>James Toupin elected President of CPALI Board</p> <p>SEPALIM team begins experimenting with both natural and artificial dyes</p>

	<p>CPALI joins the Lemur conservation network</p> <p>CPALI debuts at the Architectural Digest’s Home Design Show with Karen Brown</p> <p>CPALI attends the Fair Trade Federation conference</p> <p>CPALI is featured in Hand-Eye magazine and ASPIRE magazine</p> <p>Karen Brown’s silk chair “Natural Selection” is auctioned off for \$1,600 dollars</p> <p>Moth Matching Kickstarter campaign is launched and funded</p> <p>dConstruct launches a new jewelry line of SEPALIM silk in green and purple</p> <p>Mamy’s rearing book is translated into English</p> <p>Tim Barclay’s children’s book on wild silk farming translated into Malagasy</p> <p>CPALI silks are Certified Wildlife Friendly</p> <p>CPALI develops table runners and placemats - sells the first line to ABC Carpet and Home</p> <p>CPALI launches a wholesale site</p> <p>International design consultant Docey Lewis begins to experiment with SEPALIM silks and creates a new line of dyed products</p> <p>CPALI sells over \$20,000 of silk in 2015 to individuals and retailers</p> <p>SEPALIM silk production increases from 300 meters in 2014 to 490 meters in 2015</p> <p>SEPALIM’s silk production workshops run every week in 2015 with a team of local artisans</p>
2016	<p>Docey Lewis travels to Madagascar to teach SEPALI Madagascar how to dye textiles</p> <p>Pricing of textiles re-evaluated and lowered to increase volume sales</p> <p>Raffia textiles are adopted into product mix</p> <p>Madagascar team receives a grant from US Embassy in Madagascar to purchase looms and sewing machines to take program directly to villages for 2017</p> <p>Docey Lewis develops 6 product lines for SEPALI that include lighting materials, handbags, gift ties & tags, textile arts for the leisure industry and fine arts & art papers</p> <p>CPALI establishes commercial partnerships with Color by Amber and Gold Leaf Design</p> <p>SEPALI becomes a Full Circle partner</p> <p>Rogue Foundation, WCS and CPALI establish children’s conservation art program</p> <p><i>Landy Dia</i>, silk farming book by Tim Barclay, is introduced in village schools and libraries;</p> <p>SEPALI Madagascar holds two group readings at its headquarters</p> <p>Rogue Foundation, CPALI and WCS auction paintings and SEPALI Madagascar’s textile arts at the Rogue Gallery in New York</p> <p>CPALI’s donors surpass all previous giving allowing Docey Lewis to return to Madagascar in 2017 and continue team training</p> <p>CPALI begins to build Tanana brand</p>

2017	<p>SEPALI introduces raffia and woven textiles into its product lines</p> <p>Cyclone Enawo devastates northeastern Madagascar on 3 March 2017</p> <p>CPALI donors donate over \$5000 to aid in water and sanitation recovery,</p> <p>SEPALI purchases and ships mattresses for local hospitals</p> <p>SEPALI contributes to bride repair</p> <p>Docey Lewis and Catherine Craig return to Madagascar to hold the 3rd workshop</p> <p>Docey teaches the SEPALI team how to build a standing loom</p> <p>Standing loom is copied with permanent materials</p> <p>US Ambassador's fund provides support to purchase additional looms for villages</p> <p>Docey Lewis shows CPALI/SEPALI cocoon textiles at NY ICFE artisan showcase</p> <p>Donna Karan purchase textiles for Urban Zen</p> <p>IBU designs and sells shibori raffia cosmetic bags made by Madagascar and US teams</p> <p>Mamy and Lalaina participate in Aid to Artisans Market readiness program in New York</p> <p>The Santa Fe College Teaching Zoo and Seneca Park Zoo donate small grants to CPALI</p> <p>CPALI begins an Insects for Food partnership at the Madagascar Biodiversity Center</p> <p>SEPALI moves the office and demonstration site to a new location in Maroantsetra</p> <p>SEPALI plants Tsidimy seeds, begins raising "Sakondry" at the SEPALI demonstration site</p> <p>SEPALI experiences its biggest year yet for silk sales and production</p>
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MARKET REPORT

The major objective of the 2017 marketing year was to introduce silk and raffia textiles at more saleable prices than we had been able to in 2015 and to begin to build product lines with existing buyers. Our total sales in 2017 summed to \$28,953.98. Our product development and marketing costs, however, totaled \$40,000 with our biggest expenses being travel, a 20 day product workshop and product consulting. Without the workshop, travel and product consulting, however, we would not have had any sales at all. In the coming year we hope to continue to earn a return on these investments through continued and new sales of silk and raffia materials we developed last year while developing new types of silk textiles in 2018.

Our best selling pieces during that past year were to our continuing partnerships with two jewelry companies, [dConstruct](#) and Color by Amber. In addition, ABC carpet and home continues to sell open weave silk placemats and table runners in natural color and last year expanded their selection to include silver-grey placemats and runners. In addition, we sold wall panels to Gold Leaf Design and Urban Zen.

Finally, in 2017 Mamy Ratsimbazafy and Lalaina Rahirandimby traveled to New York to participate in a market-training course. In the coming year we hope to participate in the New York Now tradeshow in August when we have a stocks replenished. We will apply through the Artisan Resource Program in New York as we continue to search for new market outlets in France.

Our long-term goal is for SEPALI Madagascar to be fully functional and independent by 2020. That means we have begun to work to establish direct partnerships between SEPALI Madagascar and buyers. In the coming year we plan to introduce FOB sales and hence buyers will be able to purchase directly from SEPALI Madagascar. This will allow buyers to purchase larger volumes of goods that can be shipped directly to them and not through CPALI.

Table 1. Market Summary by Year

Year	Total Customers	Unique Customers	Target	Gross Total	Net Total
2013	10	9	\$3,000.00	\$4,098.27	\$4,097.75
2014	19	17	\$6,000.00	\$4,498.18	\$4,452.71
2015	62	46	\$12,000.00	\$21,022.18	\$20,749.65
2016	52	31	\$24,000.00	\$16,463.00	\$15,209.00
2017	73	44	\$24,000.00	\$28,953.98	\$28,672.44

CPALI Profit & Loss

January through December 2017

	Jan - Dec 17
4000 · Contributions Income	
4010 · In Kind Contributions	2,340.87
4050 · Restricted	
4051 · Global Giving	21,564.76
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Total 4050 · Restricted	21,564.76
4000 · Contributions Income - Other	80,378.37
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Total 4000 · Contributions Income	104,284.00
4300 · Wild Silk Markets	25,574.56
4700 · Miscellaneous Income	28.00
4800 · Dividend Income	2,037.83
4900 · Interest Income	225.65
	<hr/>
Total Income	132,150.04
Expense	
6701 · Payroll Tax	982.91
6702 · Payroll Processing Fees	181.80
6700 · Payroll Expense - Wages	10,117.06
8000 · Maroantserta Disaster Relief	3,000.00
6100 · Wildsilk Markets	
6160 · Commission	3,024.75
6101 · Postage Outbound	2,308.04
6120 · Product Development	
6126 · Meals	364.26
6124 · Supplies	1,406.42
6125 · Travel	9,027.72
6127 · Consulting Prod Dev	1,484.35
6120 · Product Development - Other	5,225.38
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Total 6120 · Product Development	17,508.13
6150 · Product Marketing	
6161 · Website	33.05
6150 · Product Marketing - Other	17,802.52
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Total 6150 · Product Marketing	17,835.57
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Total 6100 · Wildsilk Markets	40,676.49

CPALI Profit & Loss

January through December 2017

	Jan - Dec 17
6200 · Fund raising	
6213 · Communication	40.00
6214 · Gift Purchases	-56.98
6218 · Fundraising Subscriptions	793.50
	<hr/>
Total 6200 · Fund raising	776.52
6500 · CPALI G&A	
6513 · Communication - G&A	1,879.07
6502 · Research	617.50
6501 · Accounting	1,750.00
6505 · Bank Fees - G&A	502.22
6507 · Consulting G&A	3,007.81
6510 · Dues	275.00
6520 · Legal Fees	70.00
6525 · Miscellaneous	192.97
6550 · Office Expenses	554.07
6555 · Reimbursements	0.00
6565 · Seminars/Training	3,850.58
6570 · Supplies and Software	42.73
6575 · Telephone	75.00
6580 · Travel (overhead travel)	9,062.39
	<hr/>
Total 6500 · CPALI G&A	21,879.34
6600 · Program Expense - Madagascar	
6660 · Seminars & Training	5,000.00
6605 · Bank Charges	926.20
6610 · Computer Services	306.84
6625 · Field Supplies	1,482.82
6650 · SEPALI	38,640.00
	<hr/>
Total 6600 · Program Expense - Madagascar	46,355.86
Total Expense	123,969.98
	<hr/>
Net Ordinary Income	8,180.06
	<hr/>
Net Income	8,180.06
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DONORS AND GRANTS 2017

We have been fortunate in obtaining funds from several extremely generous family donors, family foundations and individuals. Below we thank our donors from 2017:

\$10,000-\$30,000

Barclay Family Trust
The Kenney Family

\$1,000-\$9,999

Diana Wheeler
Diane Monico
Jane Pidduck
John and Kathleen Beilein
May Berenbaum
Caroline Kenney
Sally Brown
Helen Kenney
Pletra Stilton and Michael
Listgarten
William Kenney
Judith Munzig
Santa Fe College Teaching Zoo
Seneca Park Zoo
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Diane Monico
Jane Pidduck

\$500-\$999

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J. Lawrence Wiberg
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\$10-\$499

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